



CITY OF ATLANTA

SHIRLEY FRANKLIN
MAYOR

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02-C -0738

April 30, 2002

President Cathy Woolard and
Members of Atlanta City Council
City Hall, Suite 2900 South
68 Mitchell Street SW
Atlanta, Georgia 30335

RE: Appointment to Tree Conservation Commission

Dear President Woolard and Members of the Council:

It is a pleasure for me to appoint **Bruce Morton** to serve as a member of the **Tree Conservation Commission** of the City of Atlanta in the **Lay Person** position. This reappointment is for a **term of two (2) years**, scheduled to begin on the date of Council confirmation.

I am confident that Mr. Morton will serve the Tree Conservation Commission and the City of Atlanta with distinction. A resume is attached for your perusal.

Sincerely,

Shirley Franklin

Enclosures

Bruce K. Morton
2146 Bollingbrook Dr. S.W
Atlanta, GA 30311-2516
(404) 752-6056
bnpeace@hotmail.com

Objective: A position utilizing advanced multimedia communications technology.

Education: Georgia State University
Bachelor of Arts, Anthropology August 1997
Atlanta, GA

Work Experience

Nichols Research
Information Specialist - 1996-2000
Atlanta, GA

Facilitates all aspects of PictureTel video conferencing systems for various Centers for Disease Control (CDC) groups. Coordinate all connections with CDC and remote bridging services. Responsible for scheduling, set up, operation and connection of equipment. Provide audiovisual technical support and direction for entire staff. Maintain spreadsheets, databases and Intranet as related to the video conferencing systems. Perform other multimedia services as necessary.

Georgia State University
Audio Visual Technician - 1990- 1997
Atlanta, GA

Provided client support for coordination and operation of multimedia equipment. Consulted, instructed, and demonstrated Georgia Statewide Academic and Medical System video conferencing equipment supplied by Compressed Laboratory Inc. (CLI) to faculty, staff, students, and other members of the university community.

Georgia State University TV
Technical Director - 1992-1993
Atlanta, GA

Managed equipment acquisition, maintenance, and operation of the student run station. Instructed students in operating equipment necessary to produce programming for airing. Coordinated implementation of station growth through technical and program development. Produced programming for news, variety, and information shows.

Georgia State University Video Resources
Producer - 1990-1991
Atlanta, GA

Created *Video Library* to preserve events for posterity. Recruited, trained, and supervised staff for assignments. Produced and directed all major productions. Named Producer of the Year.

Exposure Media Services
Sole Proprietor - 1987-Present
Atlanta, GA

Manage a photography, film and video production company. Responsible for entire freelance photography business. Contract work for film and video.

Associations/Awards

Founder - *The Utoy Group* - An organization that promotes positive alternatives for youth.
Board Member - *Atlanta Bicycle Campaign* - Advocacy group improves cycling in Atlanta.
Effective Cycling Instructor#651 - Teach *League of American Bicyclist* curriculum to all ages.

References available on request.

Bruce Morton is interested in a better quality of life for all. Bruce is the father of three. He is an Effective Cycling Instructor, vice -president of the board of Directors, Bicycle User Group (BUG) coordinator and has worked on the Public Involvement and Bike There Committees since joining Atlanta Bicycle Campaign (ABC). Bruce has helped ABC expand the Public Involvement and Outreach components in working for livable communities. He also heads up the development committee for ABC and works in the same capacity on Park Pride's board of directors.

Bruce commuted via bicycle throughout his tenure as a student/employee at GSU, which prompted involvement on the City of Atlanta Bicycle Planning Committee and ABC. A graduate of Georgia State University where he received a B.A. in Anthropology, Bruce did field studies locally and on the coast of Georgia, specializing in Applied Visual Anthropology. Bruce has instructed photography and video production to youth in various summer and after school programs. He is a member League of American Bicyclists, Southern Off Road Bicycling Association, International Mountain Bicycling Association and is active in advocating on and off road cycling in the metro Atlanta area.

As Neighborhood Planning Unit environmental chair he has facilitated incorporating sustainable frameworks by exposing best practices to developers, residents, planners and others in the community.

As Director of West Atlanta Watershed Alliance (WAWA) he has led the charge to preserve about 70 acres for wildlife and human uses. The project will ensure a buffer for a stream, wildlife habitat. It will also serve as an outdoor classroom for the adjacent elementary school in addition to offering a variety of passive recreational trails for community residents. Bruce works with community youth, emphasizing environmental conservation and education through physical activities such as cycling and hiking

WAWA has engaged in aggressive education and leadership training programs with the National Wildlife Federation with support from other organizations. These trainings have allowed residents to examine information relevant to their respective communities as well as state, regional and national lobbying efforts by participants. Plans are to broaden training and strengthen current partnerships while establishing others.

Bruce is current a communications manager for Atlanta City Council where he produces annual reports, brochures, news letters, directories, is chief photographer, and coordinates the media for the fifteen council members. He enjoys spending time in the outdoors with his wife and children, cycling, camping, kayaking and skating.

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(Do Not Write Above This Line)

A COMMUNICATION

FROM MAYOR SHIRLEY FRANKLIN

A COMMUNICATION FROM MAYOR SHIRLEY FRANKLIN APPOINTING BRUCE MORTON TO THE TREE CONSERVATION COMMISSION

- ☐ CONSENT REFER
- ☐ REGULAR REPORT REFER
- ☐ ADVERTISE & REFER
- ☐ 1st ADOPT 2nd READ & REFER
- ☒ PERSONAL PAPER REFER

Date Referred 5/6/02

Referred To: CD/HRC/Comm on Council

Date Referred

Referred To:

Date Referred

Referred To:

First Reading

Committee _____
Date _____
Chair _____
Referred to _____

Committee

Date

Chair

Action:

Fav, Adv, Hold (see rev. side)

Other:

Members

Refer To

Committee

Date

Chair

Action:

Fav, Adv, Hold (see rev. side)

Other:

Members

Refer To

Committee

Date

Chair

Action:

Fav, Adv, Hold (see rev. side)

Other:

Members

Refer To

Committee

Date

Chair

Action:

Fav, Adv, Hold (see rev. side)

Other:

Members

Refer To

FINAL COUNCIL ACTION

- ☐ 2nd ☐ 1st & 2nd ☐ 3rd
- Readings
- ☐ Consent ☐ V Vote ☐ RC Vote

CERTIFIED

MAYOR'S ACTION